



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Contract # 332045

Schedule Dates 10/17/12-10/26/12
Advertiser Pol/J Atkinson/D/Obh/NC (16948)
Agency/T-Code Luc, Inc. (2895)/867768541
Product Political (1065)
Brand 2453 NC SUPERINT (137529)
Salesperson Telerep/Atlanta, Atlanta (1044)
Sales Office Telerep/Atlanta
Buyer Name MILLS,AMY
Phone/Fax /
CPE 2453
Account Types National/Political

Date Entered 09/19/12
Last Modified 10/25/12
Entered By Jill Hipskind
CO-OP No
Headline # 06322869
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,620.00
Net Total \$9,180.00
Sales Tax

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	22	\$10,800.00
Grand Total:	22	\$10,800.00

Luc, Inc.
25 Whitehall Place, SW
#201
Marietta, GA 30064-3142

Billing Type Standard
Comments ATKINSON NC SUPERINT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	6:30A- 7A (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
2.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	6:30A- 7A (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
3.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	7A- 8A (EST)					1					\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/19/12
4.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	7A- 8A (EST)						1			1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/19/12
5.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7A- 8A (EST)							1		1	\$325.00	\$325.00	Charlotte (WSOC)	NEWS SAT	9/19/12
6.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	7A- 8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	NEWS SUN	9/19/12
7.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	9A- 10A (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE W KELLY	9/19/12
8.0	Normal Line / Spot	10/24/12-10/24/12	5	:30	9A- 10A (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE W KELLY	9/19/12
9.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	10A- 11A (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/19/12
10.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	10A- 11A (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/19/12
11.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	10:58A- 11:57A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW	9/19/12
12.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	10:58A- 11:57A (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW	9/19/12
13.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	12P- 1P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
14.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	12P- 1P (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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CO-OP No

Headline # 06322869

Demo

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Package Deal

Commission % 15.00

Commission \$1,620.00

Net Total \$9,180.00

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15.0	Normal Line / Spot	10/24/12-10/24/12	5	:30	12P- 1P (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
16.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	12P- 1P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
17.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	2P- 3P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	GENERAL HOSPITAL	9/19/12
18.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	3P- 4P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	KATIE	9/19/12
19.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	3P- 4P (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	KATIE	9/19/12
20.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	5P- 5:30P (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS @ 5	9/19/12
21.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	5P- 5:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS @ 5	9/19/12
22.0	M/G For 3.0.1 / Spot	10/17/12-10/19/12	6	:30	4P- 5P (EST)				X	X	X			1	\$775.00	\$775.00	Charlotte (WSOC)		10/16/12
23.0	M/G For 4.0.1 / Spot	10/26/12-10/26/12	6	:30	6:30A- 7A (EST)						1			1	\$750.00	\$750.00	Charlotte (WSOC)		10/25/12
24.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	1:35A- 2:05A (EST)						X			1	\$25.00	\$25.00	Charlotte (WSOC)		10/25/12

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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